



POLICY

SOCIAL MEDIA

OBJECTIVE

JB Hi-Fi appreciates that team members will participate in social media and engage on digital platforms in a personal capacity to keep in touch with their friends, share information or engage in online chats or forums.

This Social Media Policy sets out the obligations of all team members in relation to any activity on social media or digital platforms that is about JB Hi-Fi, our products and services, team members, customers or work-related issues.

APPLICATION

This Policy applies to all team members during or outside the course of their employment, for both work and personal Social Media when discussing JB Hi-Fi, colleagues, customers, our competitors, or the industry in which we operate.

This policy does not apply to online communications published by JB Hi-Fi team members who are specifically authorised to represent JB Hi-Fi in the media and via social media.

POLICY

Definition

Social Media refers to any digital media platform or app which allows for user participation, interaction, or publishing and includes but is not limited to Facebook, Twitter, Instagram, WhatsApp, YouTube, LinkedIn, blogs, forums and any emerging or future apps or platforms (together, referred to as **Social Media**).

Responsibilities

All team members should be aware of their responsibilities when interacting through Social Media.

When engaging on Social Media, either on public platforms or private messaging apps, team members should work on the assumption that any content that they post could be viewed by, sent, forwarded, or transmitted to someone other than who it was intended for.

This means that any social media communication that refers to JB Hi-Fi, our products and services, team members or customers, or other work-related issues, has the potential to damage JB Hi-Fi's reputation or interests or otherwise breach JB Hi-Fi's terms of employment.

Whenever interacting with, or talking about JB Hi-Fi, team members, customers or other work related matters, team members must not:

- breach JB Hi-Fi's terms and conditions or Group Code of Conduct;
- post or share any material or comment that is directly or indirectly discriminatory, bullying, harassing, vilifying or otherwise in breach of JB Hi-Fi's Equal Opportunity Policy;
- make derogatory or offensive comments about JB Hi-Fi or JB Hi-Fi team members, customers or suppliers;

- communicate anything that might damage JB Hi-Fi's reputation, brand image, commercial interests, or the confidence of our customers and shareholders;
- disclose JB Hi-Fi's confidential information, proprietary or sensitive information. Information is considered confidential if it is not publicly known, and as such the majority of information used throughout JB Hi-Fi is confidential. If there is any doubt about whether information is confidential, team members must ask their manager before disclosing any information;
- communicate or make comments on behalf of JB Hi-Fi in the public domain; or
- use the JB Hi-Fi logo or brand on any social media platform without prior approval.

Examples of potential breaches of this policy include but are not limited to:

- making derogatory comments about a JB Hi-Fi team member in a chat group;
- sharing internal communications on Facebook;
- making discriminatory or offensive remarks about a customer on Twitter;
- posting confidential information about an upcoming JB Hi-Fi promotion on OzBargain;
- posting a response to a customer comment or complaint on JB Hi-Fi's Facebook page.

Under this policy, a breach may still occur where reference to JB Hi-Fi is indirect but the team member's affiliation with JB Hi-Fi and / or its team members or customers might reasonably be inferred.

Equally, a breach may still occur where a team member uses another identity but that team member's identity may reasonably be inferred.

Consequences of breach

If a breach of this Policy is found to have occurred, formal disciplinary action will be taken which may, in the most serious cases, result in summary dismissal (that is, dismissal without notice or payment in lieu of notice).

COMPLIANCE

This Policy applies to all JB Hi-Fi team members, as amended from time to time. Please contact Human Resources to clarify any aspect of this Policy.

Date: July 2020

Owner	Group HR Director
Date	July 2020